illustrative and not restrictive, and the invention is not to be limited to the details given herein, but may be modified within the scope and equivalents of the appended claims.

What is claimed is:

1. A method, comprising:

providing a user interface for a user account, the user interface used to access games available on a cloud game server;

detecting selection of a game presented on the user interface, the game selected for game play;

receiving interactions for the game from a user during game play, the interactions applied to affect an outcome of the game;

analyzing the interactions provided by the user to determine game play behavior of the user;

generating behavior metrics for the user based on the game play behavior of the user, the behavior metrics being different for different portions of the game based on the game play behavior of the user in respective portions of the game, the behavior metrics used to generate a game play model for the user and use the game play model to identify deviation in the game play behavior of the user in each of the different portions of the game that prevented the user from advancing in the respective portion and to identify game play hints for advancing in each of the different portions of the game, wherein the game play model is generated using machine learning logic;

associating the game play hints for the user with a game interface of the game so as to render selection options for accessing the game play hints to advance in the game,

wherein operations of the method are executed by a processor of the cloud game server.

2. The method of claim 1, wherein the game play model is updated using the game play behavior of a plurality of other users that have played the different portions of the game.

3. The method of claim 2, wherein determining deviation in the game play behavior further includes,

comparing interactions of the user for each portion of the game, using details from the game play model, with game inputs of one or more of the plurality of other users for the respective portion of the game to identify deviation in the game behavior, wherein the deviation resulting in the user not able to advance in the respective portion of the game.

4. The method of claim 2, wherein the game play model is updated with current game play of the game of the user and used during subsequent game play of the game, and

wherein the subsequent game play is a restart of the current game play after a pause operation or start of a new game session.

5. The method of claim 1, wherein operations of analyzing and generating are performed during game play of the user.

6. The method of claim 1, wherein detecting the selection of the game includes updating game play hints for the user on the user interface and rendering an image clip of a game state of a prior game play of the user at the user interface.

7. The method of claim 1, wherein the game play hints are provided in an audio format or a video format or a textual format or a graphical user interface format, or any two or more combinations thereof.

8. The method of claim 1, wherein generating behavior metrics further includes,

analyzing the game play behavior of the user from prior game play of the game to identify the deviation in the game play of the user; and

based on the deviation, providing the game play hints for the user for the portion of the game using details from the game play model, wherein the game play hints to the user include game inputs for advancing in the portion of the game.

9. The method of claim 1, wherein generating behavior metrics further includes,

updating the game play model for the game using the game behavior of a plurality of other users that played the game and the game behavior of the user from prior game play, the game play model used in computing behavior metrics of the user for different portions of the game by determining a deviation in the game behavior of the user for the different portions using details provided in the game play model.

10. The method of claim 9, wherein determining deviation in the game behavior for a portion further includes,

analyzing interactions provided by the plurality of other users and the user for the portion of the game to identify deviation in the game behavior of the user, using details from the game play model, wherein the interactions of each of the plurality of other users resulted in the respective one of the plurality of other users advancing in the portion of the game, and the interactions of the user resulting in the user not able to advance in the portion of the game.

11. The method of claim 9, wherein identifying game play hints further includes,

selecting game play of a specific other user of the plurality of other users that was used in generating the game play model, wherein game inputs provided by the specific other user resulted in successful completion of a portion of the game, the specific other user selected by matching at least a portion of a user profile of the specific other user with a corresponding portion of a user profile of the user; and

providing game play hints for the portion of the game using the game inputs provided for the portion of the game by the specific other user, the game play hints provided are customized for the user based on the game play behavior of the user, wherein the game play hints are provided in a video format or a textual format or an audio format, or a combination of any two or all of the video, textual and audio formats.

12. The method of claim 11, wherein providing the game play hints in video format includes providing a video clip for the portion of the game, the video clip extracted from a video recording of the game play of the specific other user.

13. The method of claim 1, wherein generating behavior metrics further includes,

updating the game play model for the game using the game behavior of a plurality of other users that played the game and the game behavior of the user from prior game play;

analyzing interactions provided by the plurality of other users and the user for a portion of the game to identify deviation in the game behavior of the user, the analyzing performed by comparing the interactions of the user with the interactions of the plurality of other users that achieved advancement in the portion of the game, using details from the game model;

selecting game play of a specific other user of the plurality of other users, the specific other user selected by matching at least a portion of a user profile of the